

**Subject:** Fwd: Gallup Research Assessment of 2016 LA Fleet Week [public event]

**From:** Lorena Parker

**Date:** 03/22/2017 02:58 PM

**To:** Joe Pielago

Lorena Parker  
Executive Director  
San Pedro Property Owners' Alliance  
**San Pedro Historic Waterfront  
Business Improvement District**  
390 W. 7th Street | San Pedro, CA 90731  
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)  
[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)  
[www.sanpedrobid.com](http://www.sanpedrobid.com)

----- Forwarded message -----

From: **Baker, Arley** <[ABaker@portla.org](mailto:ABaker@portla.org)>

Date: Mon, Mar 20, 2017 at 11:10 AM

Subject: Gallup Research Assessment of 2016 LA Fleet Week [public event]

To: "Seroka, Gene" <[gene\\_seroka@portla.org](mailto:gene_seroka@portla.org)>, "Jonathan Williams" ([jwilliams@lafleetweek.org](mailto:jwilliams@lafleetweek.org)) <[jwilliams@lafleetweek.org](mailto:jwilliams@lafleetweek.org)>, "Jeff Gorell" ([jeff@lafleetweek.org](mailto:jeff@lafleetweek.org)) <[jeff@lafleetweek.org](mailto:jeff@lafleetweek.org)>, "Sanfield, Phillip" <[PSanfield@portla.org](mailto:PSanfield@portla.org)>, "Liu, Doane" <[DLiu@portla.org](mailto:DLiu@portla.org)>, Lorena Parker <[lparker@sanpedrobid.com](mailto:lparker@sanpedrobid.com)>, "Elise Swanson" ([eswanson@sanpedrochamber.com](mailto:eswanson@sanpedrochamber.com)) <[eswanson@sanpedrochamber.com](mailto:eswanson@sanpedrochamber.com)>, "Adams-Lopez, Theresa" <[TAdams-Lopez@portla.org](mailto:TAdams-Lopez@portla.org)>, "Lipscomb, Paul" <[PLipscomb@portla.org](mailto:PLipscomb@portla.org)>, "Gazsi, Thomas" <[TGazsi@portla.org](mailto:TGazsi@portla.org)>, "Benson, Andrew" <[ABenson@portla.org](mailto:ABenson@portla.org)>, "John, Stephen" <[SJohn@portla.org](mailto:SJohn@portla.org)>, "Bautista, Jessica" <[JBautista@portla.org](mailto:JBautista@portla.org)>, Mike Shatynski <[mikeshatynski@gmail.com](mailto:mikeshatynski@gmail.com)>, "Nixon, Leon" <[LNixon@portla.org](mailto:LNixon@portla.org)>, "[Jonna.L.Clouse@uscg.mil](mailto:Jonna.L.Clouse@uscg.mil)" <[Jonna.L.Clouse@uscg.mil](mailto:Jonna.L.Clouse@uscg.mil)>, "Campbell, Rachel" <[RCampbell@portla.org](mailto:RCampbell@portla.org)>, "Bezmalinovich, Augie" <[ABezmalinovich@portla.org](mailto:ABezmalinovich@portla.org)>, "Moreno, Cecilia" <[CMoreno@portla.org](mailto:CMoreno@portla.org)>, "Gonzales, Sheila" <[SGonzales@portla.org](mailto:SGonzales@portla.org)>, "Smith, Leigh" <[LSmith@portla.org](mailto:LSmith@portla.org)>, "Gastelum, Lori" <[LGastelum@portla.org](mailto:LGastelum@portla.org)>, "Calhoun, Erica" <[ECalhoun@portla.org](mailto:ECalhoun@portla.org)>, "Grant, Regina" <[RGrant@portla.org](mailto:RGrant@portla.org)>, "Mike Getscher" ([mgetscher@labattleship.com](mailto:mgetscher@labattleship.com)) <[mgetscher@labattleship.com](mailto:mgetscher@labattleship.com)>, Todd Caleca <[tcaleca@labattleship.com](mailto:tcaleca@labattleship.com)>

Good morning Ladies and Gentlemen,

As key supporters and/or contributors to our inaugural LA Fleet Week last September, I wanted to share with you some of the results of a presentation that Gallup Research provided during a first-ever "Fleet Week Summit" organized last Wednesday at 3<sup>rd</sup> Fleet HQ in San Diego. This was the only Fleet Week market assessment presented to the group, which included organizers from Seattle, Portland, San Francisco, LA and San Diego.

According to Gallup, which has worked as a contractor to assess Navy Week and Fleet Week events across the country since at least 2010-2011, the public engagement levels and positive perceptions of the LA Fleet Week event -- and the Navy overall, as a result of the event -- were unprecedented. Among other things, the presenter from Gallup said, "We have never seen numbers like this."

I wanted to share these results with you because you were instrumental in the overwhelming success of this event. Please feel free to share this information with your colleagues and certainly let me know if you have any questions whatsoever.

Congratulations and thank you for all your support and contributions to LA Fleet Week.

Regards,

ab



**Arley M. Baker**  
**Senior Director**

**Port of Los Angeles  
Communications Group**

**Direct:** [\(310\) 732-3093](tel:(310)732-3093)  
**Fax:** [\(310\) 831-6936](tel:(310)831-6936)  
**Email:** [abaker@portla.org](mailto:abaker@portla.org)

425 S. Palos Verdes Street  
San Pedro, CA 90731  
<http://www.portoflosangeles.org>

*Follow us online at...*

-



---

-----Confidentiality Notice-----

This electronic message transmission contains information from the Port of Los Angeles, which may be confidential. If you are not the intended recipient, be aware that any disclosure, copying, distribution or use of the content of this information is prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the original message and any attachment without reading or saving in any manner.



- [Attachments-226/2016 Gallup LA Fleet Week Assessment ABBRIDGED.pdf](#)